RJ REYNOLDS

TOBACCO COMPANY

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1997 SUPERMARKET CARTON ONSERT PROMOTION

The following chains have been targeted to work our Supermarket Carton Onsert promotion in 1997.

CHAIN	#/ STORES	#/SKUs PER STORE (100/ Per SKU)
TOPS	62	1
WEGMANS	50	1
P & C	65	1
INSALACO	21	1
QUALITY	31	1
VIX	11	1

In an effort to continue to develop work efficiencies to minimize Retail Rep involvement at retail, I am soliciting your support to investigate the possibility of your chains applying carton onserts. Also, I am asking you to see if your chains would be willing to allow temporary Floor Base Displays to support this promotion.

As you know, Doral is the only cigarette brand for valu-oriented adult smokers that fully demonstrates its care and appreciation for them and their business. Therefore, for maximum promotion visibility and impact, we should strive to work this program via a 90-carton generic floor display.

As information, our Doral Supermarket Promotion is scheduled for March 1997. Please provide your results to PC, Judy Campbell.

I advance thank you for your support and good selling. I anticipate your positive results.

Sincerely,

Stephen

S. R. MacLeod
Regional Operations Manager
SRM/jc
cc: W. J. Roth
F. V. Natale
J. Campbell

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